

Goal-oriented marketing expert with natural talents in developing and implementing successful strategies, driving profits, increasing market shares and strengthening customer dominance. Hardworking, performance-oriented leader offering proven expertise in project development, team supervision and campaign enhancement. Prepared to bring 1 years of progressive experience and take on challenging position with opportunity to make lasting impact on company and customer success.

Work History

2021-08 -
Current

Digital Marketing Executive

FREE LANCER, Lahore

- Created solution-based execution plans to achieve business goals based on Google Analytics and internal reporting data.
- Directed traffic growth strategies, SEO, content distribution, email marketing
- Planned and executed web, SEO, database marketing and social media advertising campaigns.
- Monitored and analyzed market and competitor metrics to inform digital marketing strategies.
- Increased brand awareness through creation and management of social media channels, boosting social media engagement.
- Brainstormed content marketing strategies based around client's business goals, existing content and chosen key performance indicators.
- Increased brand awareness through creation and management of social media channels, boosting social media engagement .

2012-08 -
2017-03

CEO

WATCHES AND WATCHES , Karachi

- Increased company revenue through aggressive new market strategies.
- Negotiated with suppliers and delivery workers and ordered materials according to forecasted customer demand.
- Established foundational processes for business operations.

Ayesha Paracha Paracha

Digital Marketer

Contact

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Phone

033-493-60609

E-mail

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Skills

- Excellent Communication
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- Excellent
- Flexible and Adaptable
-
- Excellent
- Multitasking Abilities
-
- Brand development
-
- Very Good
- Marketing and advertising
-
- Very Good
- Corporate Communications
-
- Excellent
- Public and Media Relations
-
- Excellent
- Client communication
-
- Excellent

- Identified issues, analyzed information and provided solutions to problems.
- Increased customer satisfaction by resolving issues.
- Actively listened to customers' requests, confirming full understanding before addressing concerns.
- Actively listened to customers, handled concerns quickly

2010-11 -
2012-09

Head Teaching Assistant

The Oak Education, karachi

- Assisted teachers with classroom management and document coordination to maintain positive learning environment.
- Set up visual aids, equipment and classroom displays to support teacher's lesson delivery.
- Assisted in maintaining engaging and respectful educational environment by promoting discipline and cooperation.
- Oversaw students in classroom and common areas to monitor, enforce rules and support lead teacher.
- Participated in lesson planning and curriculum implementation to promote quicker rollout and delivery.

2009-03 -
2010-08

Elementary Montessori Directress

Student Academy , karachi

- Oversaw professional development activities that enhanced professional practices of teachers, staff and administration.
- Drove student learning by establishing clear classroom plans and group objectives, as well as actionable strategies to achieve each goal.
- Taught lessons encompassing skill-building activities in speaking, writing, reading and listening.
- Pursued quality education through execution of curriculum.
- Organized classroom supplies and decorated walls to create fun, nurturing settings and meet learning needs.

2007-01 -
2009-09

Elementary Montessori Directress

Stanmore education system, karachi

- Understood, complied and worked to exceed regulations as directed by system.
- Planned, modeled , supported and sustained development of instructional leadership among teachers.
- Built positive relationships with parents to involve families in educational process.
- Implemented classroom management improvements to enhance class morale and engagement.

Education

2005-04 -
2007-12

Bachelor of Arts

Univercity of Karachi - Karachi

2008-02 -
2009-02

Montessori Trainer

NEW CENTURY EDUCATION STYSTEM - KARACHI

Interests

Reading

Travelling

Music

Adventure

Like to read book

I Like to read books which give me better understanding of both inside and outside world,and business related books by successful people